GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4970
ANSWERED ON:29.04.2008
EXPORT OF INDIAN FILMS
Jindal Shri Naveen

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of Indian films exported and the foreign exchange earned there from during each of the last three years till date country-wise ; and

(b) the steps taken/ proposed to be taken by the Government to export more number of Indian films.

Answer

THE MINISTER OF INFORMATION & BROADCASTING (SHRI P.R. DASMUNSI)

(a) The information in this respect is being collected.

(b) The Ministry of I&B has existing Plan Schemes which are aimed at promotion of Indian cinemas in India and abroad. The scheme called 'Export Promotion through film festivals in India and Abroad' is implemented through the Directorate of Film Festivals. The scheme covers the organizations of the International Film Festival of India, Participation in various film festivals in India and abroad and conduction of film festivals. Films are sent to various Indian embassies for conduct of festivals also. Films are a medium of cultural export. The conduct of film festivals abroad not only promotes our culture but also facilitates in export of Indian films. In the XIth Plan, this scheme additionally provides for grants-in-aid to Federation of Film Societies of India and support to NGO's/ State Government organizations in holding film festivals. In the Xth Plan a sum of Rs 989.42 lakhs was utilized under this scheme. The provision of the XIth Plan is Rs 2069 lakhs. The existing Main Secretariat Scheme of the Ministry of I&B called 'Participation in Film Markets' envisages providing support, facilitation and promotion of the export potential of the Indian film industry. The scheme intends to cover not only specific institutionalized international markets such as Cannes Film Market/ Berlin Film Festival American Film Market/ MIPCOM, Cannes among others (participation to be decided yearly) but also the Film Bazaar which is held along side the International Film Festival of India each year. In the Xth Plan a sum of Rs 442.85 lakhs was utilized for the purpose. The provision for the XI th Plan is for Rs 1100 lakhs. The Core Group on 'Export of films and related issues' furnished its report in 2007 recommending inter-alia the formation of an Export Promotion Council. The Ministry is actively pursuing with the industry for setting up of an Export Promotion Council. The Core Group also recommended that existing Plan scheme of the Ministry may be encouraged and strengthened.